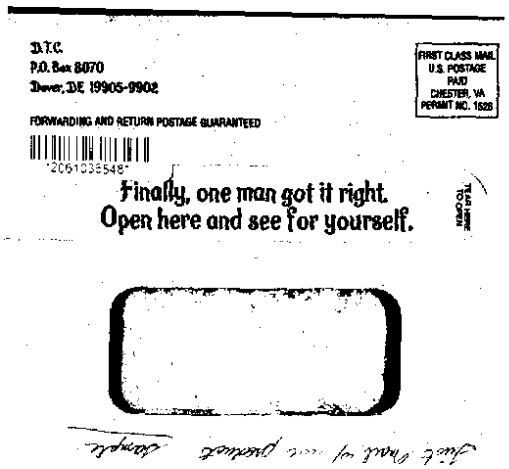

2061036548

Source: https://www.industrydocuments.ucsf.edu/docs/ftxp0003

Moisten, fold, seal and mail.

We're glad to share Dave's first crop with you...

6580103999999999
John A. Sample
123 Main Street
Anytown, NY 12345

476

2061036549

Hey, nobody's perfect. If your address is incorrect, please fix it up and we'll get it right the next time.

...and we're hoping you'll share some info with us.

Just fill out and mail this card. Dave's is paying the postage.

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

_____

2. Is your regular brand...? (Check one.)
☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar ☐ Light/Mild ☐ Medium ☐ Full Flavor

3. Do you usually buy it by the...? (Check one.) ☐ Pack ☐ Carton ☐ Both Ways

4. How long have you smoked this brand?
☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 3 years ☐ 3 to 5 years ☐ Over 5 years

5. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
☐ I use almost any cigarette coupon.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

6. Do you have a 1950–1956 pickup truck for sale? ☐ Yes ☐ No

7. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in the exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand	No. of Packs	Brand	No. of Packs

Hey! Fold here first.

8. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Sometimes	Never
I look for special offers for my regular brand	☐	☐	☐
I take advantage of special offers for brands other than my regular brand	☐	☐	☐

[illegible] (saying below, I [illegible] that I [illegible] (as card branded) [illegible] items [illegible]

Sign [illegible] (required) [illegible] (required)

Regular [illegible] 10 mg nicotine — [illegible] 11 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

65087

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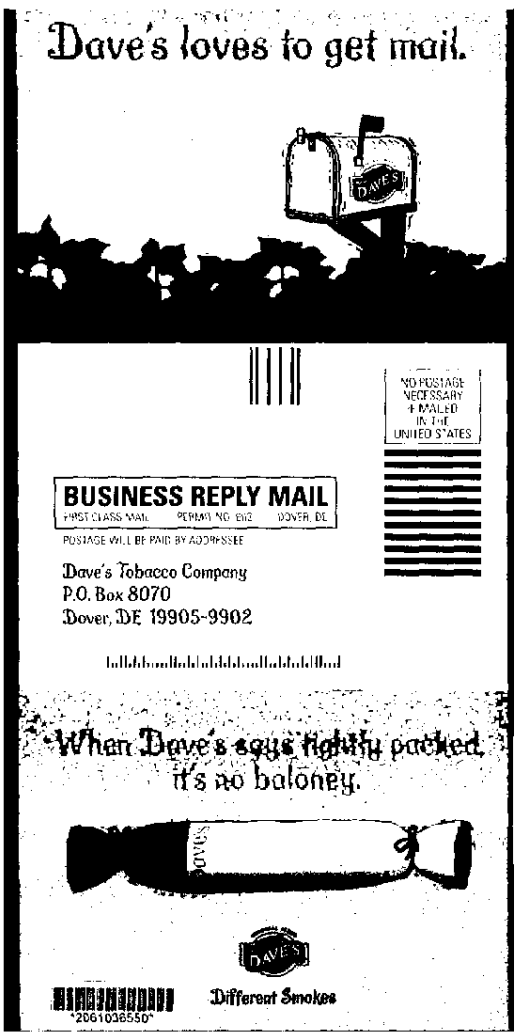
Source: https://www.industrydocuments.ucsf.edu/docs/ftxp0003



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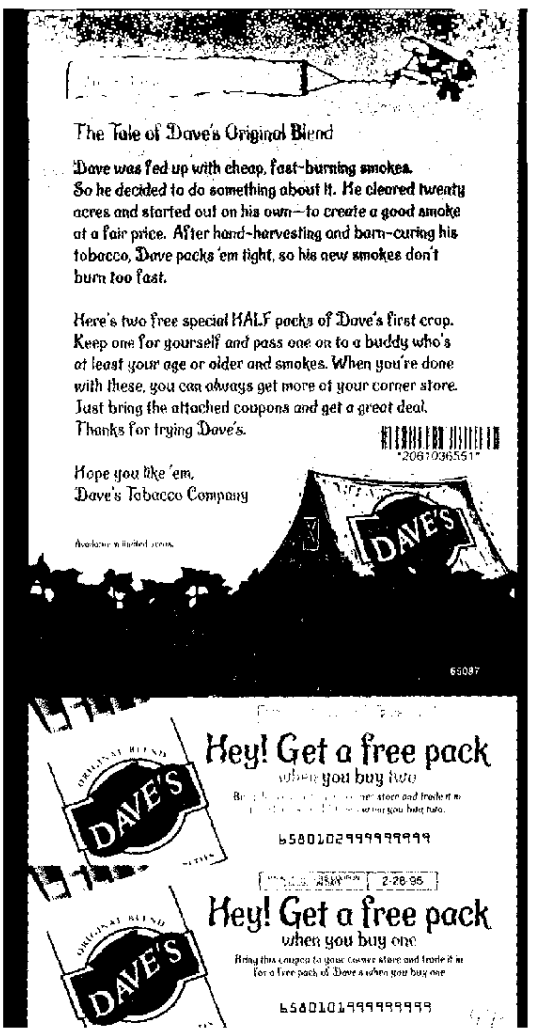

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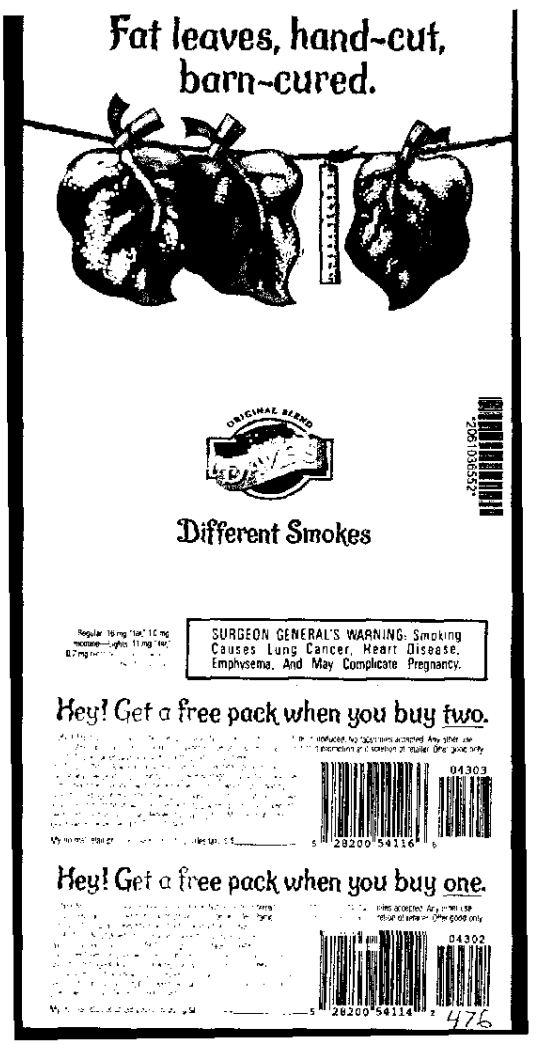
Source: https://www.industrydocuments.ucsf.edu/docs/ftxp0003



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Source: https://www.industrydocuments.ucsf.edu/docs/ftxp0003